

Lampiran 1

Kuesioner

A. Identitas Responden

No	Identitas	
1	Nama	
2	Jenis kelamin	<input type="radio"/> Laki –laki <input type="radio"/> Perempuan
3	Usia	
4	Pekerjaan	

B. Pernyataan Untuk Responden

Bapak/Ibu/saudara dimohon memberikan jawaban pernyataan dibawah ini dengan memberikan tanda (x) jawaban yang paling sesuai dengan pilihan anda :

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Cukup Setuju

4 = Setuju

5 = Sangat Setuju

- Citra Merek

No	Pertanyaan	Jawaban				
		1	2	3	4	5
1	Optik Lia memiliki logo dan slogan yang mudah dikenali.	1	2	3	4	5
2	Jika saya datang di Optik Lia, disini banyak Produk yang up to date (tidak ketinggalan jaman), trendy dan modis	1	2	3	4	5
3	Optik Lia adalah Optik yang terkenal di Semarang	1	2	3	4	5

- Kualitas Layanan

No	Pertanyaan	Jawaban				
1	Optik Lia memiliki karyawan dengan keahlian dan keakuratan yang baik dalam memeriksa konsumen.	1	2	3	4	5
2	Optik Lia memiliki kecepatan yang tepat waktu dalam pengerjaan pembuatan kacamata.	1	2	3	4	5
3	Optik Lia memiliki karyawan yang sopan,santun,ramah dan dapat memberikan jaminan pada produknya.	1	2	3	4	5
4	Optik lia memiliki karyawan yang pengertian dalam menanggapi kebutuhan konsumen.	1	2	3	4	5
5	Optik Lia mempunyai peralatan pemeriksaan yang lengkap dan modern serta memiliki fasilitas yang nyaman.	1	2	3	4	5

- Kepercayaan Pelanggan

No	Pertanyaan	Jawaban				
1	Berdasarkan pengalaman saya, Optik Lia mampu memenuhi janjinya kepada pelanggan.	1	2	3	4	5
2	Berdasarkan pengalaman saya, Optik Lia dapat memberikan garansi keakuratan pemeriksaan dan kualitas produk kepada pelanggan.	1	2	3	4	5
3	Berdasarkan Pengalaman saya, Optik Lia mampu menyelesaikan pesanan dengan baik.	1	2	3	4	5

- Loyalitas Pelanggan

No	Pertanyaan	Jawaban				
1	Saya akan membeli kembali produk Optik Lia dikemudian hari.	1	2	3	4	5
2	Saya terbiasa dan nyaman saat menggunakan produk dari Optik Lia	1	2	3	4	5
3	Saya menyukai produk - produk yang ada di Optik Lia	1	2	3	4	5
4	Saya akan tetap memilih Optik Lia jika saya mempunyai kebutuhan alat bantu penglihatan.	1	2	3	4	5
5	Saya meyakini bahwa Optik lia adalah Optik yang terbaik di Semarang.	1	2	3	4	5
6	Saya akan merekomendasikan Optik Lia kepada orang lain.	1	2	3	4	5



Lampiran 2

Tabulasi Data

No.	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2
1	4	2	4	10	2	3	4	3	3	15
2	4	3	3	10	3	3	2	3	3	14
3	3	4	4	11	5	5	5	5	5	25
4	4	3	3	10	2	4	4	3	3	16
5	5	5	5	15	5	5	5	5	5	25
6	4	4	5	13	4	4	5	4	4	21
7	2	4	2	8	4	3	4	4	4	19
8	3	4	3	10	3	4	4	4	4	19
9	2	4	4	10	4	4	4	4	4	20
10	3	3	3	9	4	4	4	4	4	20
11	4	4	4	12	4	4	4	4	4	20
12	3	3	5	11	3	2	3	3	3	14
13	4	4	3	11	2	3	2	2	2	11
14	5	5	5	15	3	3	4	3	3	16
15	4	2	5	11	3	2	3	3	3	14
16	5	5	4	14	5	5	5	5	5	25
17	5	4	4	13	4	4	4	4	4	20
18	4	4	4	12	5	4	4	4	4	21
19	3	2	3	8	2	3	3	3	3	14
20	3	3	3	9	4	4	3	4	4	19

21	3	3	3	9	4	3	3	3	3	16
22	5	5	5	15	5	5	5	5	5	25
23	5	5	4	14	4	4	4	4	4	20
24	5	5	5	15	5	5	5	5	5	25
25	1	3	2	6	2	3	3	3	3	14
26	2	2	2	6	4	3	1	3	3	14
27	3	2	1	6	2	2	2	2	2	10
28	4	4	4	12	4	4	4	4	4	20
29	4	4	4	12	3	3	4	3	3	16
30	4	4	4	12	3	3	3	3	3	15
31	3	2	4	9	3	3	3	4	3	16
32	4	4	4	12	4	4	4	4	4	20
33	4	4	4	12	4	4	3	4	4	19
34	3	3	4	10	3	4	3	3	3	16
35	4	2	3	9	3	3	3	3	3	15
36	2	2	1	5	1	1	1	1	1	5
37	5	5	5	15	4	4	3	4	4	19
38	4	3	2	9	3	3	2	3	3	14
39	5	5	5	15	5	5	4	5	5	24
40	2	1	2	5	1	1	1	1	1	5
41	4	4	2	10	4	2	4	3	3	16
42	4	4	3	11	3	3	3	3	3	15
43	3	3	2	8	3	2	2	2	2	11
44	4	3	2	9	4	4	4	3	4	19

45	4	3	4	11	4	4	5	4	4	21
46	4	4	3	11	4	4	5	4	4	21
47	4	4	4	12	4	4	5	4	4	21
48	4	5	4	13	3	4	3	3	3	16
49	3	4	4	11	4	3	3	3	3	16
50	3	3	4	10	4	4	2	3	3	16
51	4	3	4	11	3	4	2	3	3	15
52	3	4	4	11	4	3	4	4	4	19
53	4	4	4	12	4	4	5	4	4	21
54	4	2	4	10	4	4	3	4	4	19
55	3	3	3	9	2	2	2	2	2	10
56	3	4	4	11	4	4	4	4	4	20
57	4	4	3	11	3	3	4	3	3	16
58	4	5	5	14	4	4	4	4	4	20
59	4	4	5	13	4	4	5	4	4	21
60	4	5	4	13	4	4	5	4	4	21
61	4	5	5	14	4	4	4	4	4	20
62	3	4	3	10	3	3	3	3	3	15
63	4	4	3	11	3	4	2	3	3	15
64	3	2	3	8	3	4	4	4	4	19
65	2	3	4	9	4	2	4	3	3	16
66	4	2	4	10	4	2	2	3	3	14
67	3	2	4	9	4	2	3	4	3	16
68	4	4	4	12	3	3	3	3	3	15

69	4	3	3	10	3	3	3	3	3	15
70	4	5	4	13	5	4	5	5	5	24
71	4	4	4	12	5	5	4	5	5	24
72	2	2	2	6	2	3	2	2	2	11
73	2	2	2	6	2	2	2	2	2	10
74	3	3	2	8	2	2	2	2	2	10
75	4	4	4	12	4	4	4	4	4	20
76	4	3	2	9	4	4	4	3	4	19
77	4	3	4	11	4	4	5	4	4	21
78	4	4	3	11	4	4	4	5	4	21
79	4	4	4	12	4	4	5	4	4	21
80	4	5	4	13	3	4	3	3	3	16
81	4	2	5	11	3	2	3	3	3	14
82	5	5	4	14	5	5	5	5	5	25
83	5	4	4	13	4	4	4	4	4	20
84	4	4	4	12	5	4	4	4	4	21
85	4	2	4	10	2	3	4	3	3	15
86	3	4	4	11	5	5	5	5	5	25
87	4	3	3	10	2	4	4	3	3	16
88	5	5	5	15	5	5	5	5	5	25
89	4	4	5	13	4	4	5	4	4	21
90	4	4	3	11	2	3	2	2	2	11
91	5	5	5	15	3	3	4	3	3	16
92	4	2	5	11	3	2	3	3	3	14

93	5	5	4	14	5	5	5	5	5	25
94	5	4	4	13	4	4	4	4	4	20
95	4	4	4	12	5	4	4	4	4	21
96	5	5	5	15	5	5	5	5	5	25

No.	Y1.1	Y1.2	Y1.3	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2
1	3	4	4	11	4	3	4	4	4	4	23
2	4	3	4	11	3	3	3	3	3	3	18
3	4	4	5	13	4	4	4	4	4	4	24
4	4	4	5	13	4	3	3	3	3	4	20
5	4	5	4	13	4	5	4	4	4	5	26
6	4	5	4	13	4	4	4	4	4	4	24
7	3	3	3	9	3	3	3	3	3	3	18
8	2	3	4	9	3	3	4	3	4	3	20
9	4	3	3	10	4	4	4	4	4	4	24
10	3	3	4	10	5	5	4	5	5	5	29
11	4	4	4	12	4	4	4	4	4	4	24
12	4	4	4	12	4	3	4	4	4	4	23
13	2	3	3	8	4	3	3	3	4	3	20
14	3	3	3	9	5	4	4	4	4	5	26
15	3	2	2	7	4	3	4	4	4	4	23
16	4	4	4	12	5	4	5	5	5	5	29
17	4	5	4	13	3	4	3	3	3	4	20

18	3	3	4	10	4	4	4	4	4	4	24
19	4	3	3	10	4	3	4	4	4	4	23
20	2	2	2	6	4	3	3	3	3	4	20
21	2	2	2	6	4	3	2	3	3	3	18
22	4	5	5	14	4	5	4	4	4	5	26
23	5	4	5	14	4	4	5	4	5	4	26
24	4	5	5	14	5	5	4	5	5	5	29
25	4	2	2	8	2	3	2	2	3	2	14
26	3	2	2	7	3	2	2	2	2	3	14
27	2	2	2	6	2	2	2	2	2	2	12
28	5	4	5	14	5	5	4	5	5	5	29
29	4	5	5	14	4	4	2	3	4	3	20
30	4	4	3	11	3	4	2	3	3	3	18
31	4	3	4	11	4	3	3	3	3	4	20
32	4	4	4	12	4	4	4	4	4	4	24
33	4	4	4	12	4	4	4	4	4	4	24
34	4	4	4	12	4	4	2	3	3	4	20
35	4	4	4	12	3	2	3	3	3	3	17
36	4	4	4	12	3	2	3	3	3	3	17
37	3	2	3	8	4	3	4	4	4	4	23
38	3	3	2	8	3	2	3	3	3	3	17
39	5	5	5	15	5	5	4	5	5	5	29
40	2	2	2	6	3	2	2	2	2	3	14
41	5	4	4	13	4	4	4	4	4	4	24

42	4	4	5	13	4	4	4	4	4	4	24
43	4	4	4	12	3	2	3	3	3	3	17
44	2	3	4	9	4	2	3	3	3	3	18
45	4	3	3	10	3	3	4	3	4	3	20
46	4	3	3	10	4	4	2	3	4	3	20
47	2	2	2	6	4	4	4	4	4	4	24
48	4	4	4	12	2	2	3	2	3	2	14
49	4	3	4	11	2	3	4	3	3	3	18
50	4	3	4	11	2	3	3	3	3	3	17
51	2	4	4	10	3	2	4	3	4	2	18
52	2	2	2	6	4	3	3	3	3	4	20
53	4	4	4	12	4	4	4	4	4	4	24
54	3	2	3	8	4	4	2	3	4	3	20
55	2	2	1	5	2	2	3	2	3	2	14
56	4	2	4	10	4	2	2	3	2	4	17
57	3	4	3	10	3	2	2	2	2	3	14
58	2	2	4	8	4	4	5	4	5	4	26
59	4	4	4	12	4	4	4	4	4	4	24
60	4	4	4	12	4	4	4	4	4	4	24
61	5	5	5	15	4	4	4	4	4	4	24
62	2	2	2	6	4	3	2	3	3	3	18
63	3	3	3	9	3	4	3	3	3	4	20
64	3	4	3	10	4	3	3	3	3	4	20
65	4	4	4	12	4	3	4	4	4	4	23

66	2	3	4	9	2	3	3	3	3	3	17
67	4	3	3	10	4	2	2	3	3	3	17
68	3	2	2	7	3	2	3	3	3	3	17
69	4	5	5	14	2	4	3	3	3	3	18
70	4	5	5	14	5	4	5	5	5	5	29
71	4	4	5	13	5	4	4	4	4	5	26
72	3	3	2	8	1	1	1	1	1	1	6
73	2	2	2	6	1	1	1	1	1	1	6
74	5	5	5	15	4	4	4	4	4	4	24
75	5	5	5	15	4	4	4	4	4	4	24
76	4	3	2	9	4	2	3	3	3	3	18
77	4	3	3	10	3	3	4	3	4	3	20
78	3	3	4	10	4	4	2	3	4	3	20
79	2	2	2	6	4	4	4	4	4	4	24
80	4	4	4	12	3	4	3	3	3	4	20
81	3	2	2	7	4	3	4	4	4	4	23
82	4	4	4	12	5	4	5	5	5	5	29
83	4	5	4	13	3	4	3	3	3	4	20
84	3	3	4	10	4	4	4	4	4	4	24
85	4	4	3	11	4	3	4	4	4	4	23
86	4	4	4	12	4	4	4	4	4	4	24
87	4	4	4	12	4	3	3	3	3	4	20
88	4	5	4	13	4	5	4	4	4	5	26
89	4	5	4	13	4	4	4	4	4	4	24

90	2	3	3	8	4	3	3	3	4	3	20
91	3	3	3	9	3	4	4	4	4	4	23
92	3	2	2	7	3	3	2	3	3	3	17
93	4	5	5	14	5	4	5	5	5	5	29
94	4	5	4	14	5	4	5	5	5	5	29
95	5	4	5	14	4	4	4	4	4	4	24
96	4	5	5	14	5	5	5	5	5	5	30



Lampiran 3

Uji Validitas dan Reliabilitas Variabel Citra Merek

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.75	.871	96
X1.2	3.59	1.032	96
X1.3	3.67	.991	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	7.26	3.037	.668	.652
X1.2	7.42	2.730	.594	.725
X1.3	7.34	2.860	.590	.725

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.01	5.821	2.413	3

Uji Validitas dan Reliabilitas Variabel Kualitas Layanan

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.953	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.57	.992	96
X2.2	3.53	.951	96
X2.3	3.59	1.082	96
X2.4	3.54	.917	96
X2.5	3.53	.906	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	14.20	12.897	.837	.947
X2.2	14.24	13.237	.824	.949
X2.3	14.18	12.610	.789	.958
X2.4	14.23	12.789	.947	.929
X2.5	14.24	12.710	.977	.924

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.77	19.842	4.454	5

Uji Validitas dan Reliabilitas Variabel Kepercayaan Pelanggan

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.52	.882	96
Y1.2	3.50	1.026	96
Y1.3	3.59	1.032	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	7.09	3.791	.707	.883
Y1.2	7.11	3.029	.816	.783
Y1.3	7.02	3.073	.790	.808

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.61	6.997	2.645	3

Uji Validitas dan Reliabilitas Variabel Loyalitas Pelanggan

Case Processing Summary

		N	%
Cases	Valid	96	100.0
	Excluded ^a	0	.0
	Total	96	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.948	6

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.68	.877	96
Y2.2	3.40	.934	96
Y2.3	3.42	.937	96
Y2.4	3.48	.858	96
Y2.5	3.63	.849	96
Y2.6	3.68	.877	96

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	17.59	16.202	.795	.943
Y2.2	17.88	16.026	.759	.948
Y2.3	17.85	15.894	.778	.946
Y2.4	17.79	15.388	.959	.924
Y2.5	17.65	15.852	.888	.933
Y2.6	17.59	15.696	.880	.933

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.27	22.579	4.752	6

Lampiran 4

Regression Model 1

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Kualitas Layanan, Citra ^a Merek	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Kepercayaan Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 ^a	.247	.231	2.330

- a. Predictors: (Constant), Kualitas Layanan, Citra Merek

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	165.513	2	82.756	15.241	.000 ^a
	Residual	504.987	93	5.430		
	Total	670.500	95			

- a. Predictors: (Constant), Kualitas Layanan, Citra Merek
b. Dependent Variable: Kepercayaan Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.579	1.142		4.012	.000		
	Citra Merek	.285	.140	.258	2.038	.044	.503	1.987
	Kualitas Layanan	.163	.074	.280	2.204	.030	.503	1.987

- a. Dependent Variable: Kepercayaan Pelanggan

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.30557068
Most Extreme Differences	Absolute	.065
	Positive	.044
	Negative	-.065
Kolmogorov-Smirnov Z		.638
Asymp. Sig. (2-tailed)		.810

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.990	.911		2.184	.031
	Citra Merek	.125	.111	.162	1.118	.266
	Kualitas Layanan	-.085	.059	-.209	-1.443	.152

a. Dependent Variable: Abs_res1

Regression Model 2

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Kepercayaan Pelanggan, Citra Merek, Kualitas Layanan ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Pelanggan

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.625	.613	2.956

a. Predictors: (Constant), Kepercayaan Pelanggan, Citra Merek, Kualitas Layanan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1341.156	3	447.052	51.168	.000 ^a
	Residual	803.802	92	8.737		
	Total	2144.958	95			

a. Predictors: (Constant), Kepercayaan Pelanggan, Citra Merek, Kualitas Layanan

b. Dependent Variable: Loyalitas Pelanggan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.692	1.568		1.717	.089		
	Citra Merek	.700	.181	.355	3.866	.000	.482	2.075
	Kualitas Layanan	.366	.096	.351	3.809	.000	.478	2.090
	Kepercayaan Pelanggan	.407	.132	.228	3.095	.003	.753	1.328

a. Dependent Variable: Loyalitas Pelanggan

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.90879275
Most Extreme Differences	Absolute	.073
	Positive	.056
	Negative	-.073
Kolmogorov-Smirnov Z		.715
Asymp. Sig. (2-tailed)		.686

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.402	1.496		2.943	.004
	Citra Merek	.020	.173	.017	.117	.907
	Kualitas Layanan	-.054	.092	-.087	-.585	.560
	Kepercayaan Pelanggan	-.117	.125	-.110	-.931	.354

a. Dependent Variable: Abs_res2